

Chapter 7

Business-to-Business Marketing

- Define B2B
- Discuss different types of B2B transactions
- Discuss the B2B buying process

B2B Marketing: The process of buying and selling goods or services to be used in the production of other goods and services, for consumption by the buying organization, or for resale by wholesalers and retailers to consumers.

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The distinction between B2B and B2C is NOT the product or service itself BUT the **ultimate use** of the product or service

B2B vs B2C



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B2B vs B2C



B2B
↗

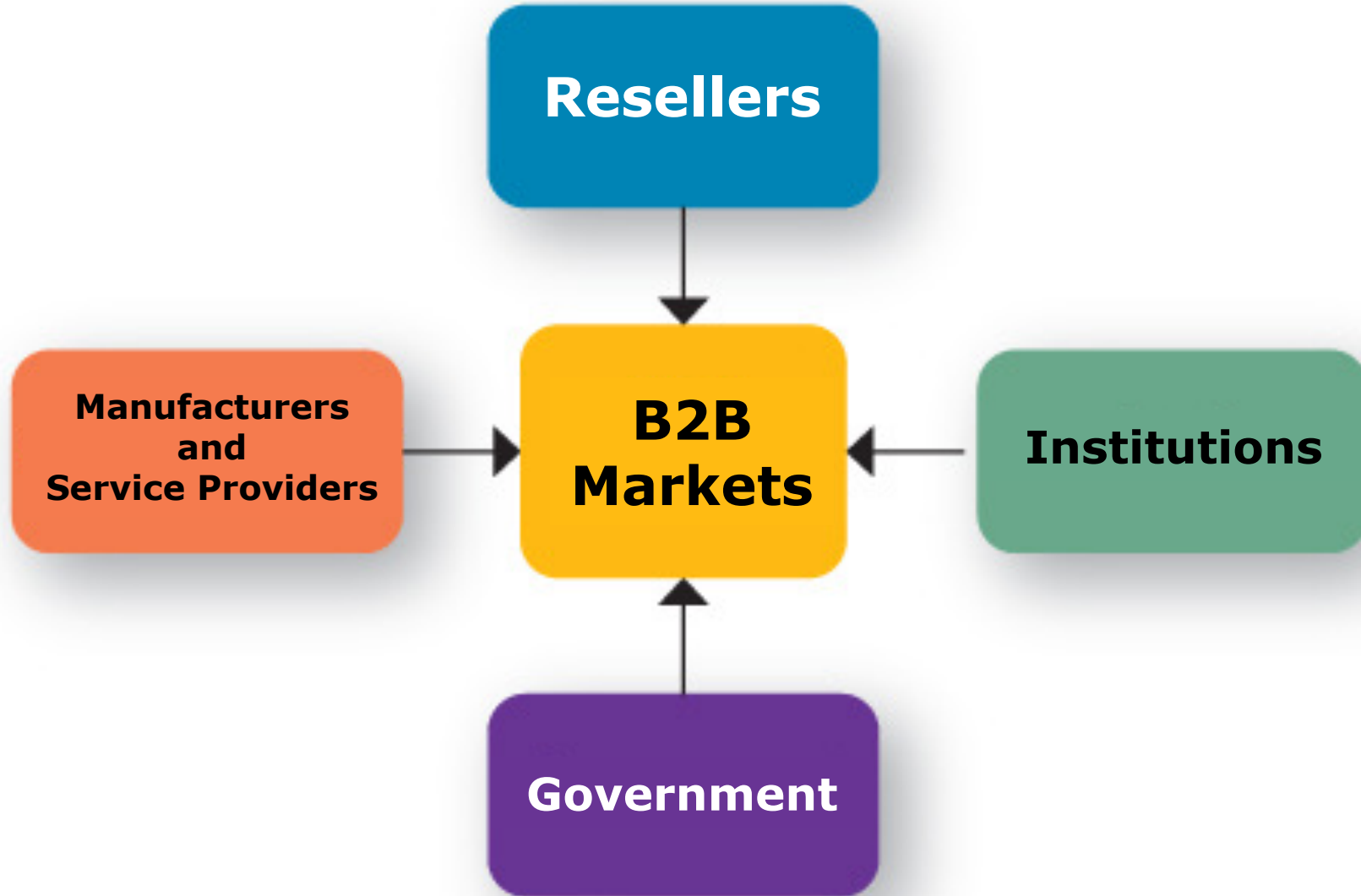


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B2C

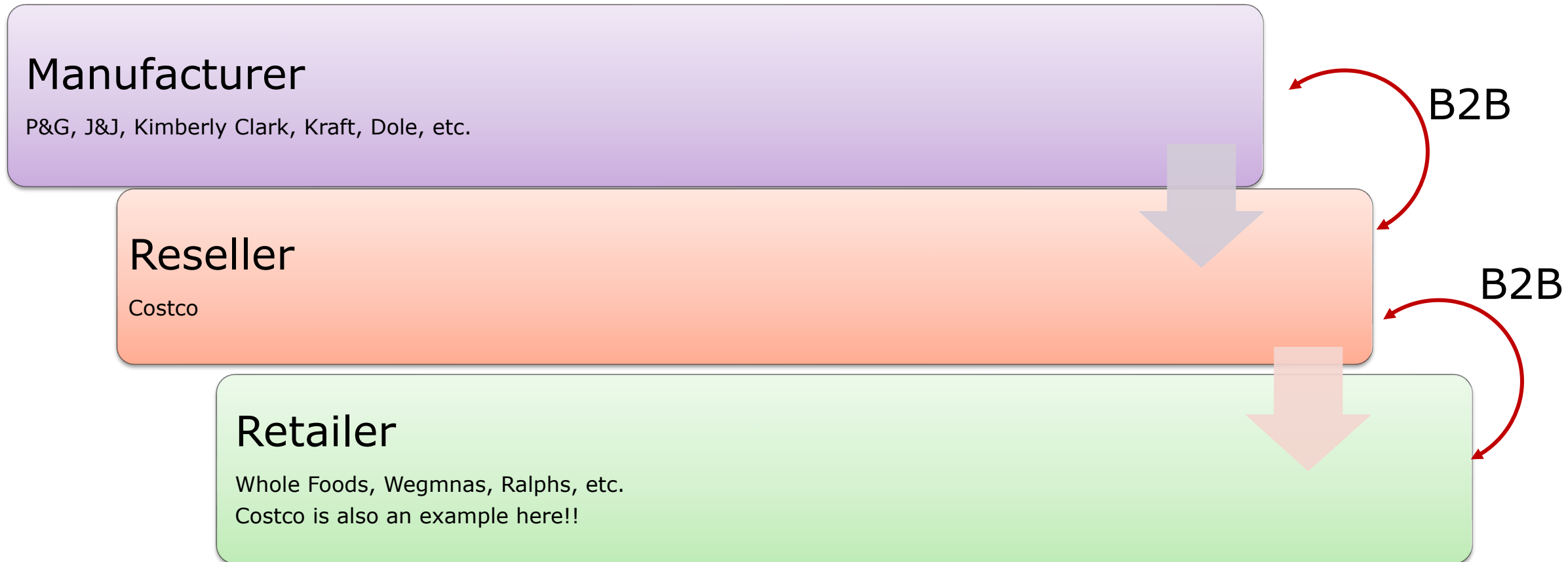


B2B Markets



- Procure raw materials to make their own goods
 - Tesla need to buy aluminum to build its cars

Resellers are marketing intermediaries that resell manufactured products without significantly altering their form.

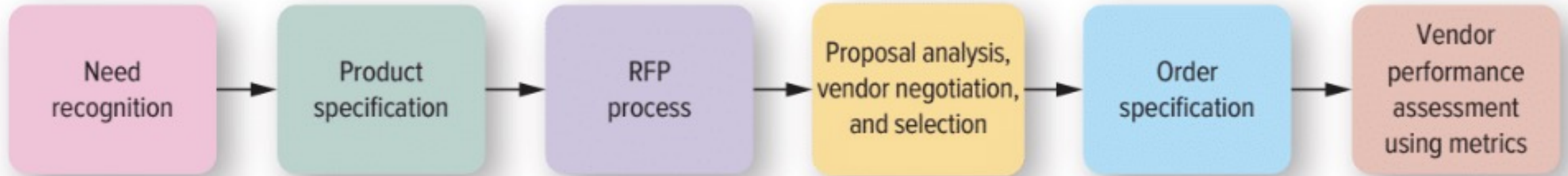


Universities, museums, religious organizations, etc.



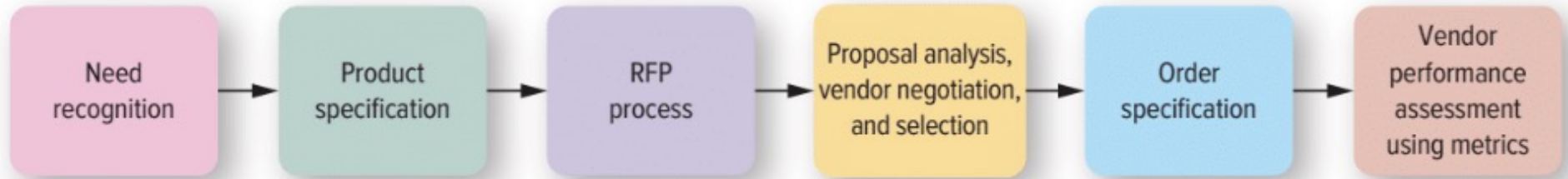
- US Government spends \$3.7 trillion procuring goods
- State and local governments also make significant purchases
- Some firms specialize in selling to government

B2B buying process



B2B buying process

B2B buying process



Consumer decision process

